VECTOR TOBACCO

OMNI CONSUMER NEWSPAPER MEDIA PLAN
2001

MRKT RANK	NEWSPAPER	OCTOBER 1	8	15	22	NOVEMBER 29	5	12	1
1	New York Daily News			1 1	1 1	1 1	1 1		
1	Village Voice			1	1	1	1		
2	Los Angeles Daily News			1 1	1 1	1 1	1 1		
3	Chicago Sun-Times			1 1	1 1	1 1	1 1		
4	Philadelphia Inquirer			1 1	1 1	1 1	1 1		
5	San Francisco Chronicle			1 1	1 1	1 1	1 1		
6	Boston Herald			1 1	1 1	1 1	1 1		
7	Dallas Morning News			1 1	1 1	1 1	1 1		
8	Washington Post			1 1	1 1	1 1	1 1		
9	Detroit News			1 1	1 1	1 1	1 1		
10	Atlanta Journal-Constitution			1 1	1 1	1 1	1 1		
12	Seattle Post-Intelligencer			2	2	2	2		
13	The Plain Dealer (Cleveland)			1 1	1 1	1 1	1 1		
14	St. Petersburg Times			1 1	1 1	1 1	1 1		
14	Tampa Tribune			1	1	1	1		
15	St. Paul Pioneer Press			1 1	1 1	1 1	1 1		
16	Miami Herald			1 1	1 1	1 1	1 1		
17	Arizona Republic (Phoenix)			1 1	1 1	1 1	1 1		
18	Denver Post & Rocky Mountain News			1 1	1 1	1 1	1 1		
19	Pittsburgh Post-Gazette			1 1	1 1	1 1	1 1		
20	The Sacramento Bee			1 1	1 1	1 1	1 1		
21	St. Louis Dispatch			1 1	1 1	1 1	1 1		
22	Orlando Sentinel			1 1	1 1	1 1	1 1		
23	Portland Oregonian			1 1	1 1	1 1	1 1		
24	Baltimore Sun			1 1	1 1	1 1	1 1		
25	The Indianapolis Star			1 1	1 1	1 1	1 1		
	USA Today			1 1	1 1	1 1	1 1		

Full Page 3/4 Page

Daily Pages # Sunday Pages

TOTAL IMPRESSIONS: 108,414,920

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